DOCUMENT RESUME

ED 146 940 IR 005 419

AUTHOR Herlig, Richard K.
TITLE Tenth National Dissemination Conference. Evaluation Summary.
INSTITUTION Council of Chief State School Officers, Washington, D.C.
SPONS AGENCY National Inst. of Education (DHEW), Washington, D.C.
PUB DATE Jun 77
GRANT 400-76-0075
NOTE 11p.; ; For related documents, see IR 005 418, ED 143 334-335 and 308

EDRS PRICE MF-$0.83 HC-$1.67 Plus Postage.
DESCRIPTORS *Conferences; Education; *Information Dissemination; National Programs; *Questionnaires; *Summative Evaluation
IDENTIFIERS *Educational Information Centers; National Dissemination Conference

ABSTRACT

This paper summarizes participant evaluation of the 1977 Tenth National Dissemination Conference. Responses to a questionnaire evaluation form are analysed with respect to how well the conference fulfilled its stated purposes, program attendance, time, understanding of the scope of the National Dissemination Leadership Project, and extent of understanding of the dissemination programs described. The questionnaire with response tally is attached. (KP)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ED146940

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

TENTH NATIONAL DISSEMINATION CONFERENCE

EVALUATION SUMMARY

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Richard Herlig

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

RICHARD K. HERLIG

JUNE 1977

NATIONAL DISSEMINATION LEADERSHIP PROJECT

COUNCIL OF CHIEF STATE SCHOOL OFFICERS

IR005 419

NATIONAL DISSEMINATION LEADERSHIP PROJECT

10th NATIONAL DISSEMINATION CONFERENCE

SUMMARY OF THE EVALUATION

OCTOBER 1977

Representatives from 48 state education agencies attended the National Dissemination Leadership Project (NDLP) sponsored 10th National Dissemination Conference. This conference was held in conjunction with the first dissemination Forum in Arlington, Va. in June 1977. The proceedings of the conference and the proceedings of the ensuing dissemination Forum were written in journalistic style. However, it was felt by the NDLP steering committee that an additional technical report of the evaluation instrument would be beneficial to those planning future conferences.

The purposes (objectives) of the 10th National Dissemination Conference were outlined by the NDLP steering committee and finalized by the NDLP director and the conference chairman, Edward Dambruch. Conference purpose 1 was to acquaint conferees with the programatic activities which comprised the national scene. Five national programs were offered,--the dissemination analysis group, the SEA capacity building program, the National Diffusion Network, the R&D utilization program, and the R&D exchange. Conferees could choose any three of these five programs to visit.

Attendance at these sessions was higher than the evaluation instrument indicated (the instrument had a 56% return factor). The SEA capacity building and the DAG presentation drew over forty conferees each. However, the other presentations were poorly attended. The distance between break-out rooms and the coffee break between session two and three may have attributed

*A copy of the evaluation instrument with tallies is appended.

to the attendance factor.

When asked to rate the conference in fulfilling the stated purpose, the 27 conferee's responses averaged about "B." See page 6.

The next purpose of the conference was to orient conferees to the National Dissemination Leadership project and their role and responsibilities as state dissemination reps. The NDLP steering committee felt that many SEA representatives did not really understand the relationship between CCSSO, NIE, SEA Chiefs and other actors connected with the NDLP.

To accomplish this stated purpose, short presentations were given by Richard Herlig, Elmer Knight and Glenn White. In an attempt to evaluate the item, the instrument stated, "Do you have an understanding of the scope of the NDLP..." Twenty three conferees marked yes, one conferee marked no! The overall purpose rated about "B."

The next stated purpose of the conference was to provide conferees with those skills which will facilitate the institutionalization of a coordinated SEA dissemination system. To accomplish this, SEA program people representing resources, linkage and management provided ideas on how their SEAs were institutionalizing the dissemination system.

This activity was evaluated as the weakest of the conference. In retrospect, the NDLP director and the conference chairman seemed to think the objective an ambitious undertaking. The purpose statement probably should have been stated,-- to make conferees aware of how certain SEA's are attempting to institutionalize their programs. However, conferees did think the sessions were good and they did pick up some good ideas. The overall rating of the objective was about "C."

The next conference objective was to provide an opportunity to meet for the purpose of sharing and conducting of regional business. Rooms were provided for regional caucuses. The evaluation of that session is very positive. Most people stated they were able to share ideas with SEAs and enjoyed the meeting, gained valuable information and it was good to have a regional identity. Also, it should be noted that regional caucuses were used to elect steering committee members. The overall fulfillment of this objective was rated as "B."

The next objective of the conference was to provide an opportunity for dissemination representatives to discuss and prioritize policy issues related to dissemination. Prior to the conference, a "declaration of principles" paper was distributed to conferees. During an evening steering committee meeting, it was decided to shift the scheduled SEA conference schedule to provide an opportunity for SEA reps to interact in small groups about the principle paper. Those reactions were synthesized by a small group Wednesday evening, so therefore, the chairman of the NDLP could present those findings as the entire conference considered the principles. It seemed important to use the group processing technique to obtain concerns related to this paper.

On the evaluation instrument the conferees rated the grouping method used to obtain input was good and they seemed to be pleased to have a "formal" SEA response to this paper. Most marked that their concerns were represented in the final product.

The last purpose of the conference was to provide dissemination representatives with the opportunity to influence future directions of the national dissemination leadership project. This was an evaluation

instrument administered by Dr. Charles Mojkowski. (The data from this evaluation has been reported to the NDLP steering committee) The overall conference rating in fulfilling this purpose was "B." However, only official SEA dissemination representatives completed the Mojkowski instrument, while the conference evaluation instrument was completed by a representative of the SEA. So, it is most probable that some of the conferees that rated that last purpose statement did not complete the Mojkowski instrument.

The NDLP evaluation instrument included three statements regarding the common sessions of the Forum. SEA representatives rated the Forum as adaquate ("C) in fulfilling the stated purposes. However, they did advise the NDLP steering committee to plan future National Dissemination Conferences in conjunction with another Forum by a 26 to 1 margin.

It should be noted that 12 of the 27 SEA representatives did not attend the 9th National Dissemination Conference in Kansas City. The average professional time associated with the SEA dissemination program was 68 percent.

OBSERVATIONS AND CONCLUSIONS

1. The effort of SEA representatives in considering the principles paper in small groups and generating concensus statements was significant. During the Thursday morning mass meeting, when the principles paper was considered, Ed Dambruch could "speak from the SEA perspective" as he expressed concerns about certain concepts and phrases in the paper.

2. The formalized sharing of other national dissemination/diffusion programs (objective #1) received very favorable comments from Forum conferees.

3. The lack of control in the assignment of meeting space (space is assigned by hotel management the evening before the meeting) was a concern of the NDLP director.

4. The small number of evaluations (56.2%) returned, augmented by the dispersal of SEA representatives during the last session concerned the NDLP director.

5. This evaluation of the Forum was the only "formal" input presented at the follow-up session of the Forum steering committee.

National Dissemination Conference N = 27 Arlington, VA

1977 Dissemination Forum June 1977

Conference Evaluation

1. The purposes of the 10th National Dissemination Leadership Project conference are stated below: Please rate the conference in fulfulling those purposes. (Monday thru Tuesday noon)

	poor		adaquate		excellent
To acquaint conferees with the programatic activities which comprise the national scene			6	16	4
To orient conferees to the National Dissemination Leadership Project and their role and responsibilities as state dissemination reps		3	11	11	1
To provide conferees with those skills which will facilitate the institutionalization of a co-ordinated SEA dissemination system	1	7	12	5	1
To provide an opportunity to meet for the purpose of sharing and conducting of regional business		2	5	13	6
To provide an opportunity for dissemination representatives to discuss and prioritize policy issues related to dissemination		3	7	11	4
To provide dissemination representatives with the opportunity to influence future directions of the National Dissemination Leadership Project		2	12	7	5
	poor		adaquate		excellent

2 Which of the following national program sessions did you attend (Monday morning)

11 Dissemination Analysis Group

17 SEA Capacity Building program

6 National Diffusion Network

5 R&D Utilization program

3 R&D Exchange

____ I did not attend any of these sessions

3. Did you need more time to interact with leaders in those presentations? (10) yes, (14) no.

4. Do you have an understanding of the scope of the NDLP and the relationships, roles and responsibilities of the actors (including the SEA dissemination representatives)? (23) yes, (1) no!

5. Six SEA people presented ideas on how they are institutionalizing their dissemination systems. Hopefully you gained some ideas.

(mark those that apply)

5 I did not attend that session

___ I don't think our SEA should institutionalize dissemination

10 It was ~~great~~ good -- I really picked up some good ideas

3 I had not <u>really</u> considered institutionalization until that session

___ I would liked to have had a more theoretical presentation

3 Too many ideas came too fast.

1 My program is already institutionalized -- I don't need their ideas

2 Institutionalization of dissemination is someone elses responsibility

1 It was a wasted hour and a half

2 None of the above Very informative session

6. The regional caucus was held Monday afternoon. *(Check all that apply)*

1 I did not attent that session

19 We were able to share ideas with other SEAs

4 I would ~~rather~~ 2nd choice have the opportunity to meet with other SEAs <u>not</u> in my region that are attempting dissemination programs like ours.

2 I really don't have that much in common with other states in my region

___ We sort of got off track

19 It <u>is</u> good to have regional identity

11 We used much of our time considering the "Declaration of Principles by Professionals in the Field of Dissemination" paper

19 I enjoyed the meeting

11 I gained valuable information

1 None of the above I knew it all

7. The Tuesday morning session was used to give SEA input into the "Declaration of Principles by Professionals in the Field of Dissemination" paper.

(check those that apply)

__1__ I did not attend that session

__15__ The grouping method used to obtain input was good

__1__ I did not feel that my ideas were represented in the list from my group

____ The group process leader had too much control

__15__ I am pleased that we will have "formal" SEA response to this paper

__15__ My concerns were represented

____ I don't see why we need to have input

The following statements concern the common sessions of the Forum (Tues noon onward)

8. The stated purposes of the 1977 Dissemination Forum are listed below. How would you rate the forum in fulfulling those purposes?

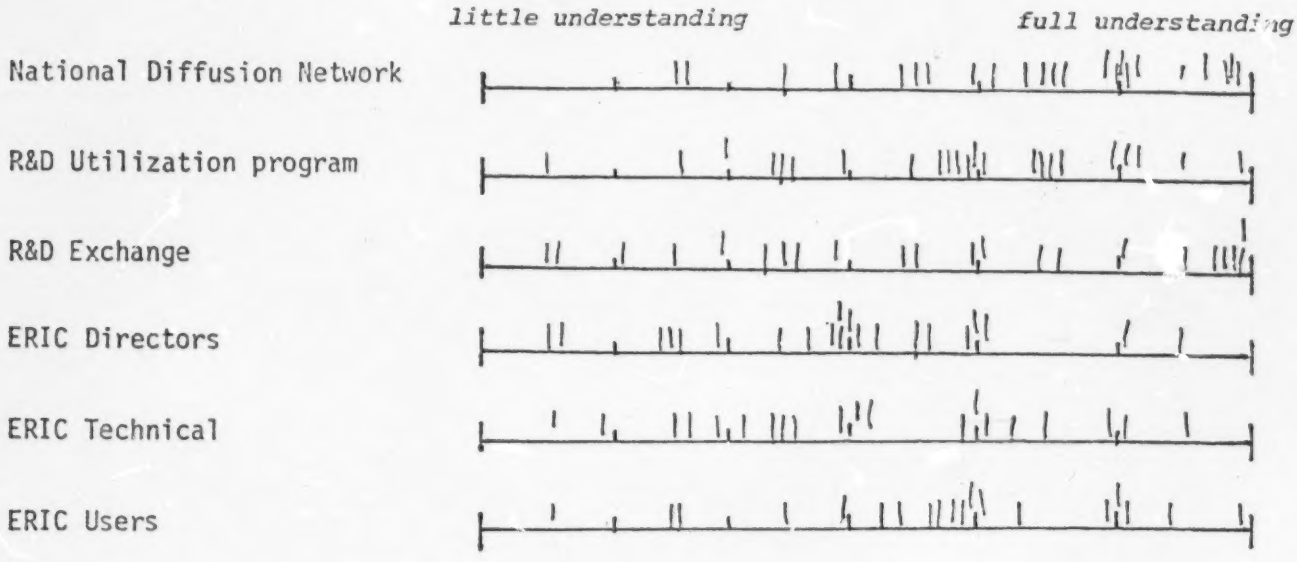
	poor		*adaquate*		*excellent*
To increase collaboration and coordination among NIE and OE contractors and grantees in the field of dissemination	2	4	9	6	6
To increase common understanding of programs	1	2	8	11	5
To consider prospects for the future of educational dissemination		8	9	7	3
To identify areas in which increased understanding is needed		6	9	11	2
To develop a statement of principles affecting the development of educational dissemination	1	1	6	10	9

9. Would you advise the NDLP steering committee to plan future National Dissemination Conferences in conjunction with another Dissemination Forum?

(~~2~~) yes, (__1__) no! If no -- please state why?

Lacuth of program schedule

10. To what extent do you think you understand the following dissemination programs. (Do not evaluate if you had full understanding before the Forum)



To make the evaluation more meaningful to the steering committee -- we need information about your role.

11. Approximately what percentage of your time (professional) is associated with the SEA dissemination program? 69

____% 100 30 100 100 60 15 15
40 100 40 25 100 100 75
100 100 100 100 40 06 100
10 75 15 90 100 100

12. Did you attend the National Dissemination Conference in Kansas City last year?

(15) yes, (12) no!

13. Did you attend any of the three Topical conferences sponsored by the NDLP? If so --- which ones?

5 Resources -- Portland, Oregon

3 Management -- Newport, Rhode Island

12 Linkage -- Columbia, South Carolina

14 If you did not attend any of the topical conferences, was it because of restrictions of travel funds or travel time?

(11) yes, (2) no!

Thank you